

RETAIL PROMOTION FACT SHEET

Promotion Description: Indy 500 Racing T-Shirt Promotion

Field Dates: May 3 - May 31

PAYMENTS:

<u>Display/Item</u>	<u>Payment To (Retailer/Distributor)</u>	<u>Promo Code</u>	<u>Payment</u>
Assembly	Distributor	799	\$24.00/12M Case
Placement Only	---	337A	No Payment

ALLOCATION BY REGION:

Region 4

20 D1 Shipper
Kit # 33701
POS #68704

4B0 Indianapolis

4,000

Kit Components:

- 1 20 Deal Display [23" (W) x 53" (H) x 17" (D)]
- 20 T-Shirt Packaging [11 1/4" (W) x 4" (H) x 3 1/2" (D)]
- 1 Poster [11 3/4" (W) x 24" (H)]

Offer:

Free customized Racing T-Shirt with Indy 500 graphics
for a 5 pack purchase.

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